

1 **Abstract of the Invention**

2       The present invention provides a system and method for  
3 fundraising and marketing including the steps of contacting at  
4 least one merchant/vendor to obtain merchandise and service  
5 discounts and offers and receiving advertising content relating  
6 thereto. The advertising content is converted and organized into  
7 electronic format advertising, and the electronic format  
8 advertising is then transferred and stored on portable electronic  
9 format advertising storage media such as a credit card CD-ROM. The  
10 portable electronic format advertising storage media is then  
11 provided to fundraisers and the fundraisers then distribute it to  
12 purchasers whereby funds are raised. The purchasers then view the  
13 electronic format advertising on the portable electronic format  
14 advertising storage media via a computer system to obtain  
15 information on the merchandise and service discounts and offers.  
16 Finally, the merchandise and service discounts and offers are  
17 redeemed by the purchasers via display of the portable electronic  
18 format advertising storage media to the merchant/vendors.